

**UPDATED SEPTEMBER, 2013** 

#### WELCOME TO BUILD-A-BEAR WORKSHOP®



## HOW THE STORE

Build-A-Bear Workshop® was created on the simple premise that everyone, no matter age or gender, has a beary special place in their heart for their teddy bear. I know I do. My bear Teddy was my first best friend and helped shape me into the person I am today. I lost him when I was 10 years old and I've been looking for him ever since. In Build-A-Bear Workshop I know I've found that furbulous bear a million times over.

Teddy played a big part in inspiring Build-A-Bear Workshop, along with my young friends - Katie, who was 10 years old at the time and her 7-year-old brother Jack, and of course their bears George and Teddy. In late 1996, Katie, Jack and I were on a hunt for Beanie Babies. When we couldn't find what we were looking for Katie said, "You know, we could make these." She meant that we should buy some plush fabric and beans and go home to do a craft project. But what I heard was a big idea with so much more potential. Suddenly, I'd found the inspiration for my new business. You know what they say, "Out of the mouths of babes." When I explained the idea to her she said "This is sooooo cool, we just have to do it." If she said

"you" just have to do it, I don't

know if I would have been as excited about it, but she was already engaged and imagining how much fun it was going to be!

When I was young, shopping was fun. It was an event. I would get dressed up and go to the department store with my Mother. It wasn't about what we bought, it was about the experience. Those outings are some of my favorite childhood memories. I wanted to bring to life a place where families could come together to have fun and share experiences with their children.

I am beary proud of our teddy bear friends and how much joy they are spreading around the world. And now they've even come to life online at buildabearville. com® to continue the friendship adventure. In this Collector's Guide, you'll find our furry friends, past and present, including the exclusive

virtual world gifts you get just for bringing them to life online.

Thanks for helping to make Build-A-Bear Workshop and Build-A-Bearville<sup>™</sup> beary special places.

Maxine Clark
Founder





# TABLE OF CONTENTS (CLICK TO VISIT SECTION)

ALL ANIMALS
BALLPARK ANIMALS
ZOO ANIMALS
ORIGINAL ANIMALS
BEARS
BUNNIES
DOGS AND CATS
BUILD-A-DINO®
SPECIAL COLLECTIONS
HOLIDAY ANIMALS
WWF ANIMALS



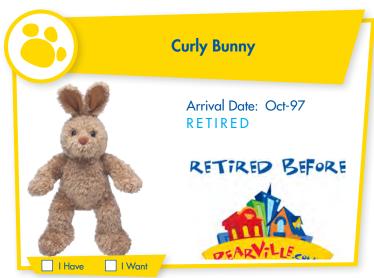




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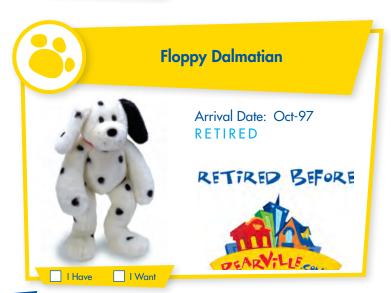








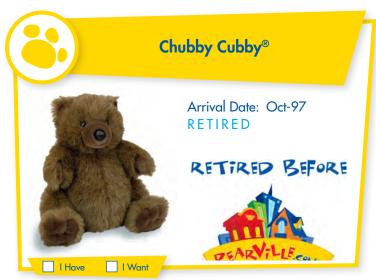




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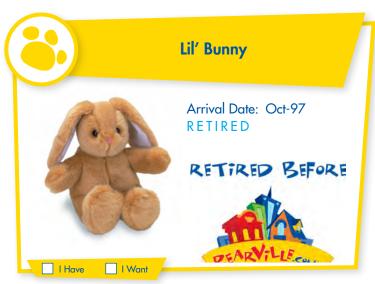


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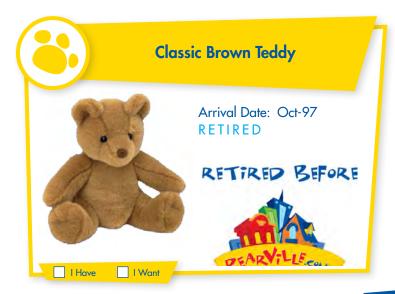
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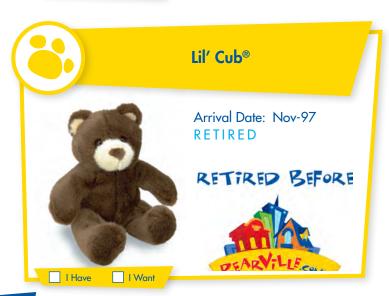








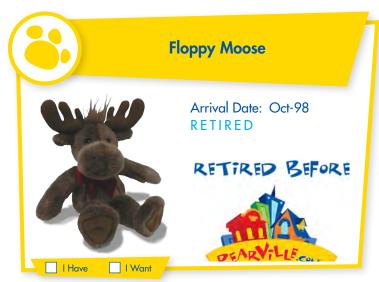


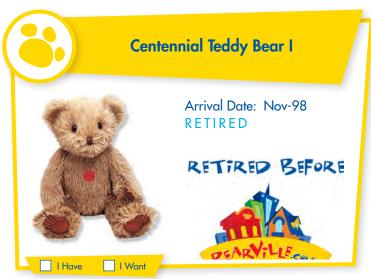


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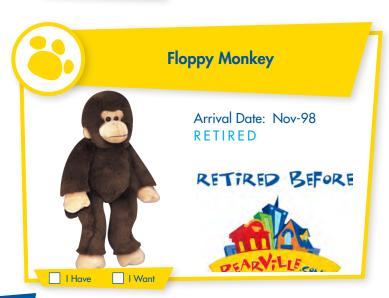










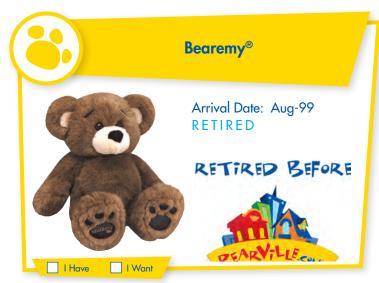


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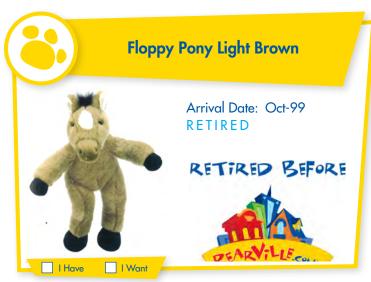




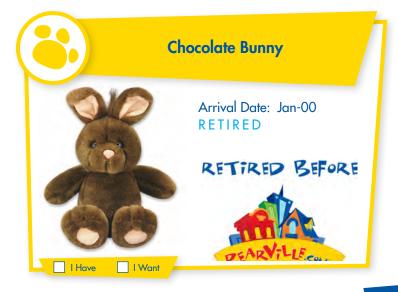
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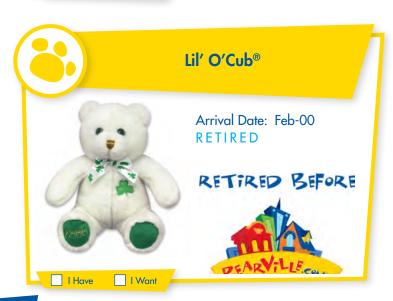












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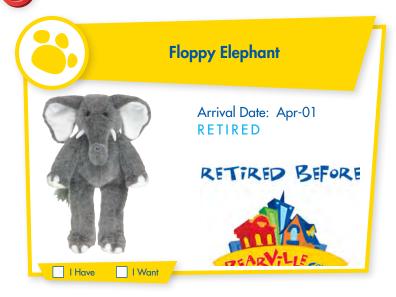


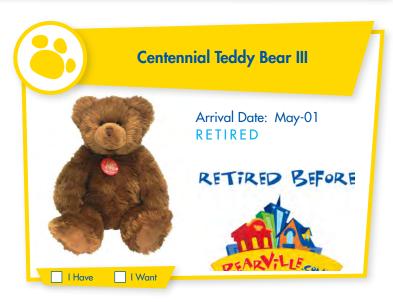






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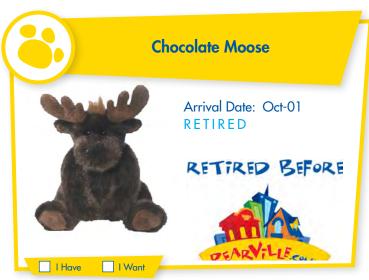


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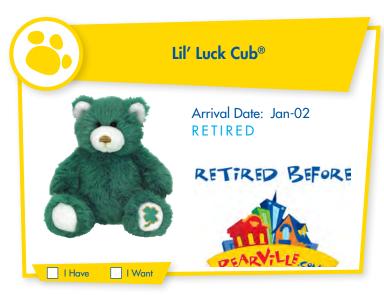






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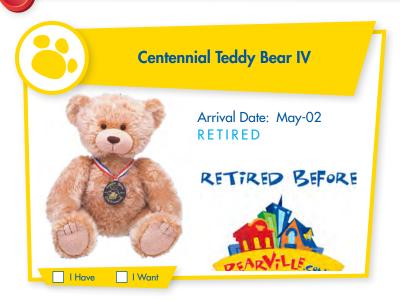








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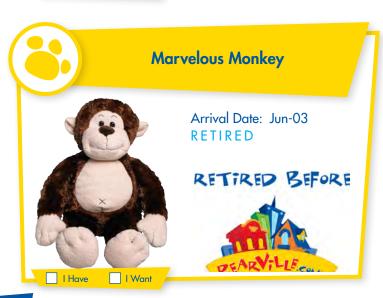










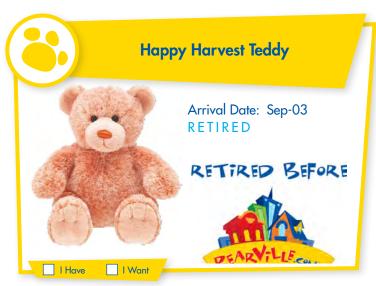


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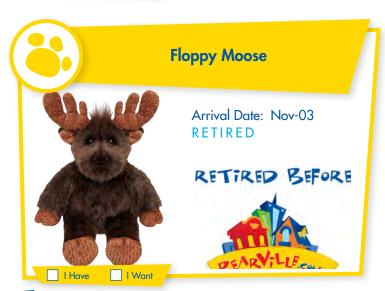












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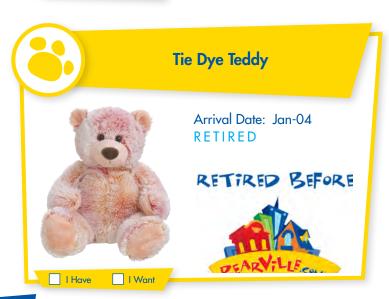












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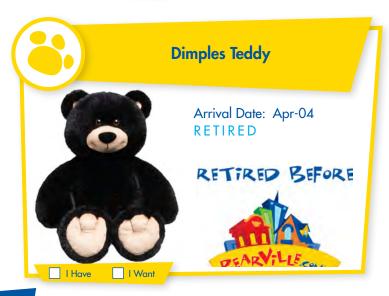












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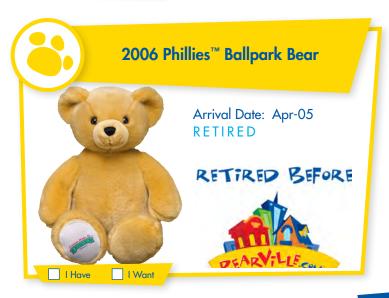
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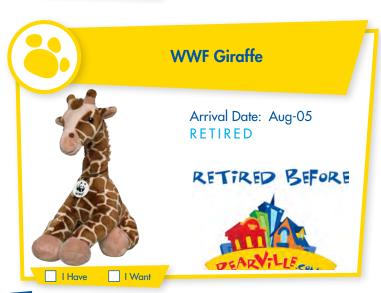












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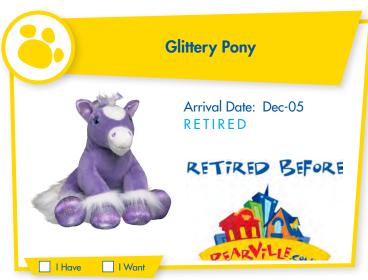


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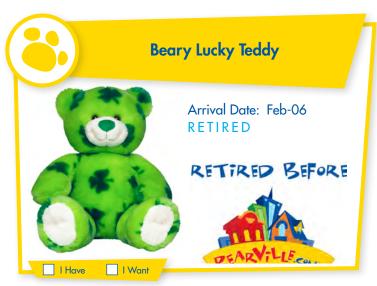


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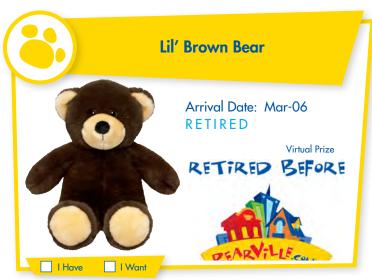




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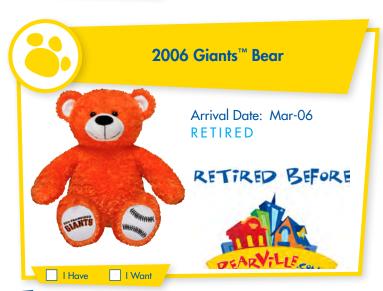












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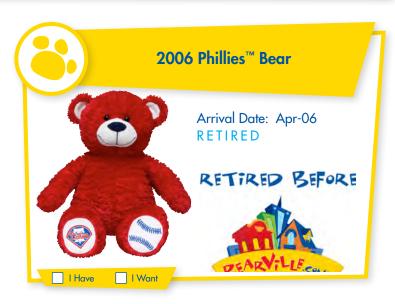


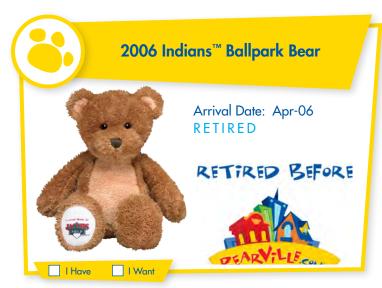


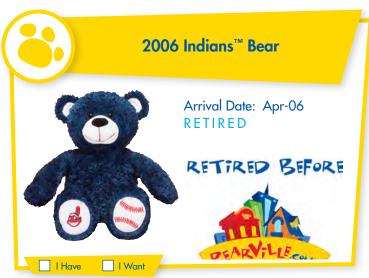


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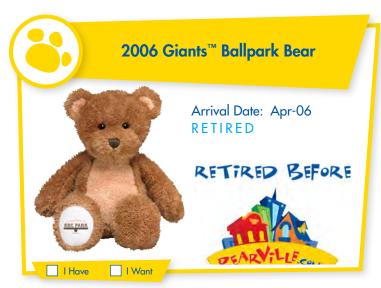




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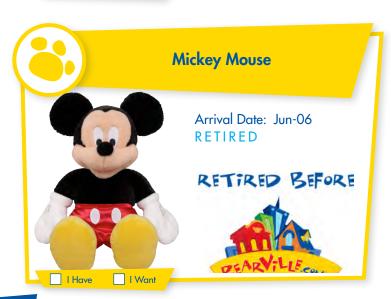












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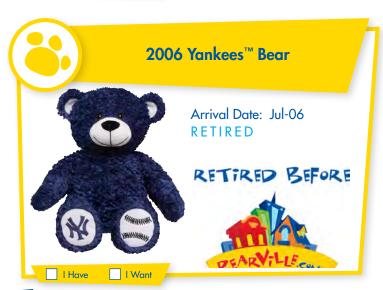












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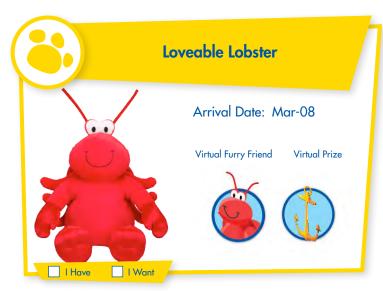




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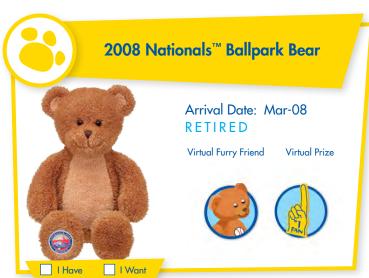


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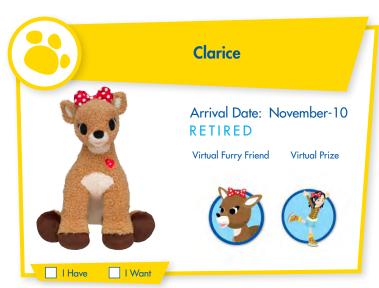


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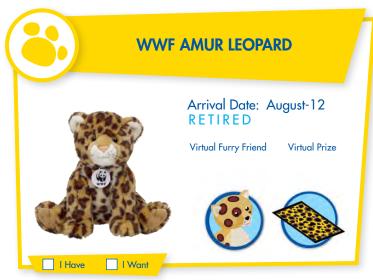




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